

RUDER & FINN

May 13, 1970

Mr. Joseph F. Cullman, 3rd
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Joe:

The good things in life are too few to go unacknowledged. I thought that the editorial in "The New York Times" was just great -- and I know that it couldn't have happened unless you personally had the courage to go out on the line in connection with the whole Tobacco Institute press conference. You did beautifully and it turned out beautifully. I hope that this marks the beginning of a whole new era of affirmative, positive things that the Institute can do on behalf of the whole industry.

Best wishes,


William Ruder

lf

1005133846